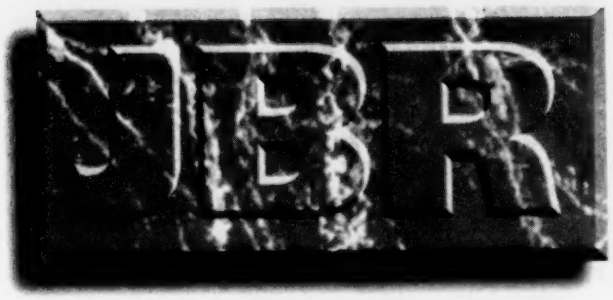

JOURNAL OF BUSINESS RESEARCH

VOLUME 43

Contents

1 Effects of Ingratiation on Lateral Relationship Quality within Sales Team Settings
David Strutton and Lou E. Pelton

13 An Empirical Examination of Market Orientation in Saudi Arabian Manufacturing Companies
Shahid N. Bhuian

27 Improving the Retail Performance by Contrasting Management- and Customer-Perceived Store Images: A Diagnostic Tool for Corrective Action
A. Coskun Samli, J. Patrick Kelly, and H. Keith Hunt

39 Americans' Choice of Domestic over Foreign Products: A Matter of Helping Behavior?
Kent L. Granzin and Janeen E. Olsen

57 Uncertainty about Litigation Losses and Auditors' Modified Audit Reports
Thomas A. Buchman and Denton Collins

65 The Moderating Effect of Salesperson Reward Orientation on the Relative Effectiveness of Alternative Compensation Plans
Dong Hwan Lee

79 International Strategy Research: Cross-Cultural Methodology Implications
Saeed Samiee and Nicholas Athanassiou

97 Multiple Time Series Analysis of Competitive Marketing Behavior
Hirokazu Takada and Frank M. Bass

109 Effects of Cultural Context on the Antecedents, Correlates, and Consequences of Organizational Commitment: A Study of Russian Workers
Aaron A. Buchko, Laurence G. Weinzimmer, and Alexander V. Sergeyev

117 Markets and Constituencies: An Alternative View of the Marketing Concept
Kathryn M. Kimery and Shelley M. Rinehart

125 An Empirical Investigation of the Linkages among Relationalism, Environmental Uncertainty, and Bureaucratization
Audhesh K. Paswan, Rajiv P. Dant, and James R. Lumpkin

141 The Information Dissemination Process of Futures Exchange Innovations: A Note
Joost M. E. Pennings

147 New Coke, Mixture Perception, and the Flavor Balance Hypothesis
Joel S. Dubow and Nancy M. Childs

157 The Influence of Norms on Ethical Judgments and Intentions: An Empirical Study of Marketing Professionals
Kumar C. Rallapalli and Scott J. Vitell

169 Predicting Business Failure of Retail Firms: An Analysis Using Mixed Industry Models
Paul T. McGurr and Sharon A. DeVaney

177 The Status of Global Sourcing as a Critical Tool of Strategic Planning: Opportunistic Versus Strategic Dichotomy
A. Coskun Samli, John M. Browning, and Carolyn Busbia

189 Author Index

191 Subject Index

Volume Contents